

# Turning the Tide on the Obesity Epidemic: Part II

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**Presentation to Seattle City Council**  
**February 13, 2012**



# Recap of the Issues

- **Healthy food is often expensive and not widely accessible**
- **Unhealthy food is everywhere and cheap**
  - Too easy to get
  - Heavily marketed
  - Less expensive than healthy food
  - Portion sizes increasing
  - Snacking on the rise
- **There are not enough easily accessible opportunities for physical activity in daily life**

**What can we  
do about it?**

# Preventing Obesity

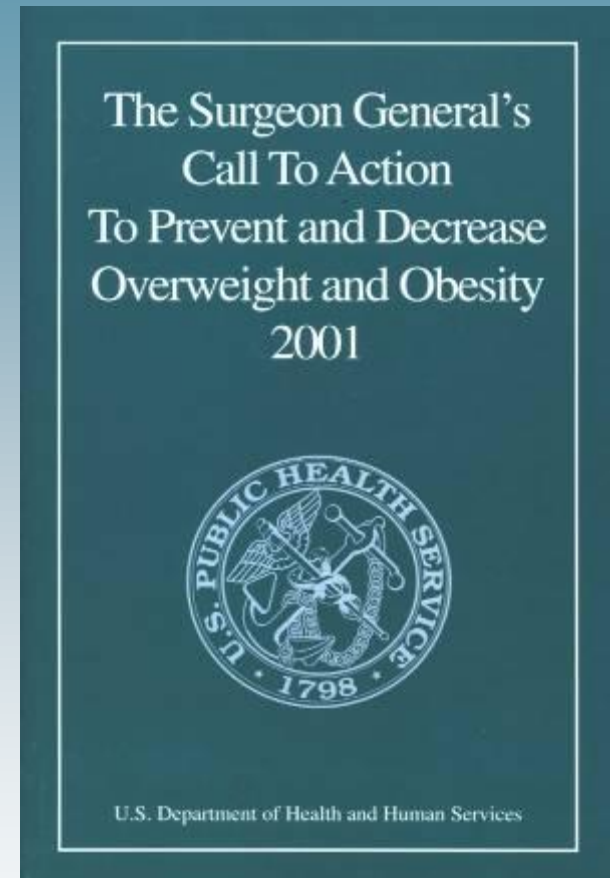
## The Spectrum of Prevention



***Make healthy options easier to find and more affordable than less healthy ones***

# Policy, Systems and Environment Change

- **Affects many people**
- **Makes the healthy choice the default choice**
- **Is cost-effective**
- **Can address social and environmental determinants of health**
- **Is sustainable**



***“Individual behavior change can only occur in a supportive environment with accessible and affordable healthy food choices and opportunities for regular physical activity.”***

# Policy Changes Behaviors

## EDUCATION

## POLICY CHANGE

First Surgeon  
General's  
Report

Start  
Nonsmokers  
Rights  
Movement

Smoking Rate

First Great  
American  
SmokeOut

Federal  
Cigarette Tax  
Doubles

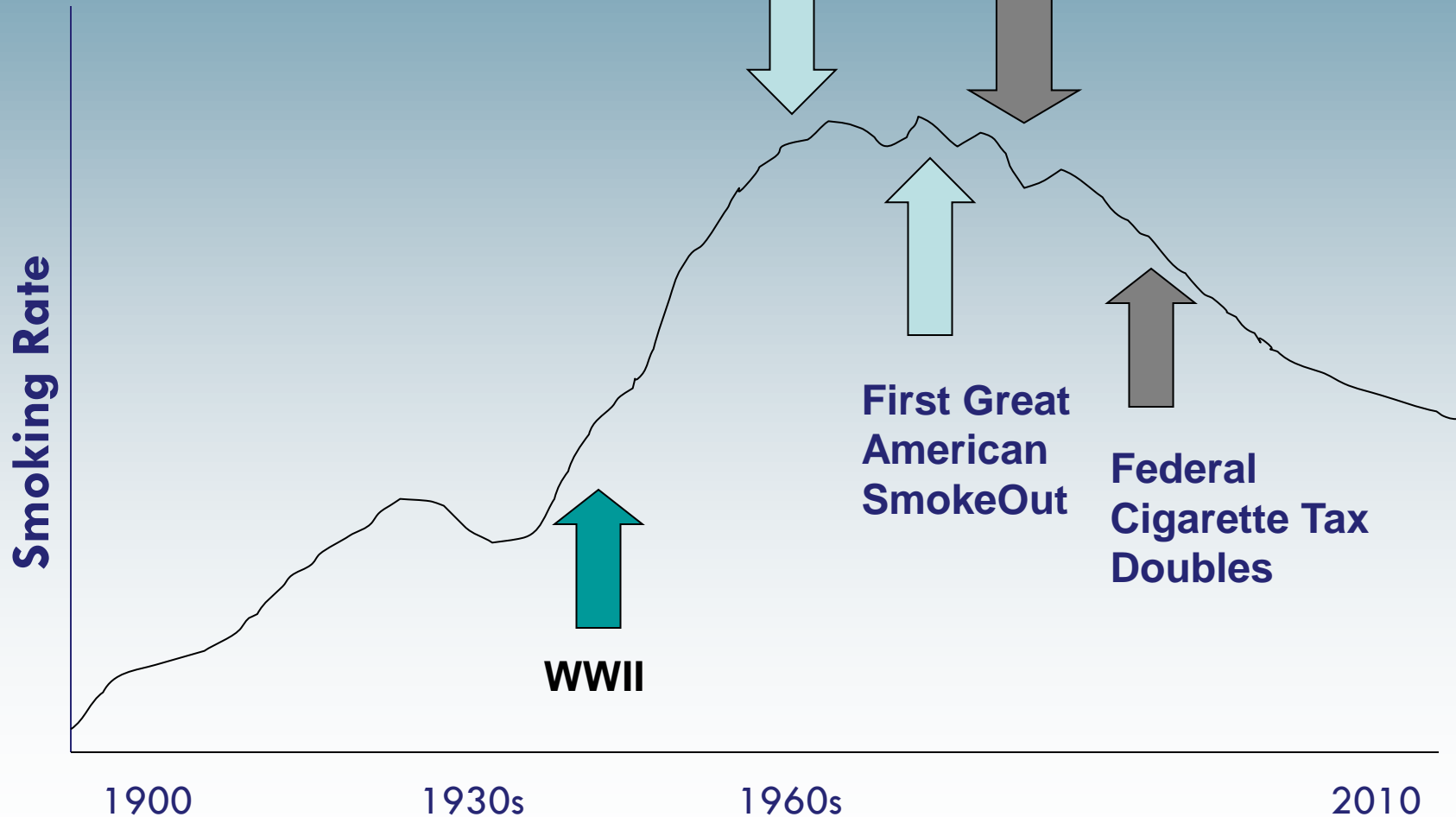
WWII

1900

1930s

1960s

2010



# Communities Putting Prevention to Work

<b>BOH Land Use Guidelines</b>	<b>1.9 Million Residents</b>
<b>BOH Vending Guidelines</b>	<b>1.9 Million Residents</b>
<b>Complete Streets Plan</b>	<b>8 Cities: 600,000 Residents</b>
<b>Pacific Science Center Exhibit</b>	<b>1 Million Annual Visitors</b>
<b>Healthy Corner Stores</b>	<b>34 Low-Income Communities</b>
<b>Healthy Churches</b>	<b>9,500 Congregation Members</b>
<b>Farmers Market WIC Access</b>	<b>38,500 Participants</b>
<b>Physical Activity/Nutrition in Schools</b>	<b>6 School Districts: 124,000 Students</b>
<b>Healthy Childcare</b>	<b>1,800 Childcare Facilities</b>



15th Ave S Before



15th Ave S After



# Healthy Parks, Healthy You:

## Step 1: Change the internal culture

- Staff access to center equipment
- Weight loss challenges
- Healthy food at meetings
- Nutrition and physical activity education in all staff trainings
- Staff discussion of how to encourage healthy social norms





# Parks and Rec “Corporate Culture Change”

Health Parks/Healthy You not only changed public services but also our internal culture:

*"We have to Walk the Talk..."*

*"I am very, very happy for the Healthy Parks Healthy You Program - it just validates how important diet & exercise is for all [of] us."*

*"We are the parks department. How can you be the parks department and not focus on health and fitness."*



# Healthy Parks, Healthy You:

## Step 2: Change how we do business

- **100% healthy vending (March 2011)**
- **Healthy childcare meal policies**
- **Meal guidelines and education on cooking for teen, adult and senior programs.**
- **Top Teen Chef Program and Food and Fitness**
- **Community Center gardens**
- **Community kitchens**
- **Agriculture drop off sites at Community Centers (now seven)**



# Changes Among HPHY Participants



- I am more aware of how much exercise I get each day - 57%
- I make more healthy choices in my diet - 51%
- I exercise more regularly - 36%
- I think about health and fitness more often - 61%
- I have changed some of my family's diet or health and fitness behaviors - 28%

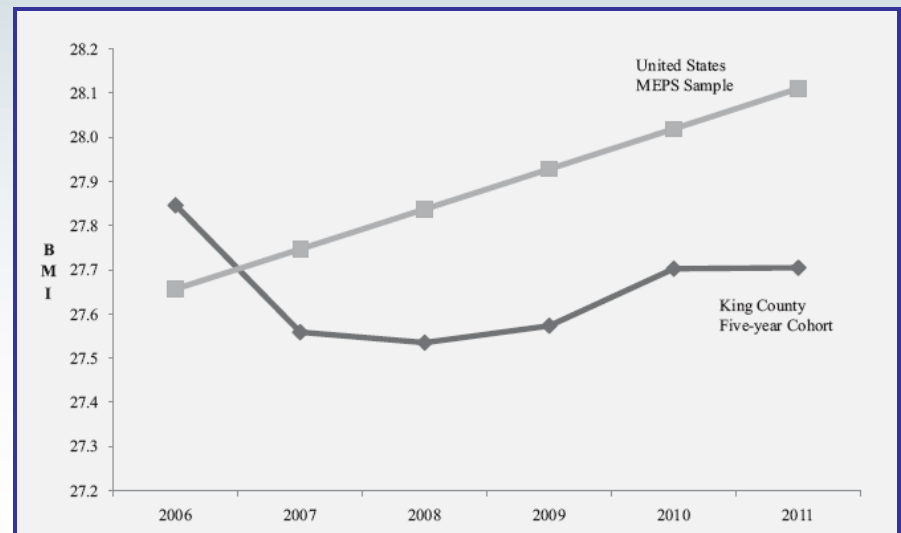
# Impact of teen programs on self-rated skills

( 1 = No 2 = Sometimes 3 = Usually 4 = Yes)

	<u>Pre</u>	<u>Post</u>	<u>Change</u>	<u>% change</u>
• Eating Healthy	2.3	3.2	0.9	29%
• Cooking	2.4	3.6	1.2	35%
• Decision Making	2.4	3.3	0.9	26%
• Communication	2.6	3.3	0.7	24%
• Problem Solving	2.8	3.3	0.5	15%
• Accepting Diffs	2.8	3.5	0.7	19%
• Leadership	2.5	3.3	0.8	25%
• Marketable Skills	2.6	3.4	0.8	22%
• Self Responsibility	2.8	3.5	0.7	21%
• Safety	3.1	3.7	0.6	17%
• <i>Average</i>	<i>2.6</i>	<i>3.4</i>	<i>0.8</i>	<i>23%</i>

# King County Healthy Incentives

- **Health care costs reduced \$23 million in 2011 and \$38 million in 2012**
  - Financial incentives to engage in healthy behaviors (gold/silver/bronze)
  - \$3 million by choosing generic prescriptions over more expensive name-brand drugs
  - Enrollment increased in Group Health from 18% of employees to 26% (GH costs \$4300 less per year than preferred provider plan).
- **May have slowed increase in obesity**



# Menu Labeling and Trans Fat Ban

FRAPPUCCINO®			
BLENDED COFFEE			
Try our blended coffee beverages with our light base for 1/2 fewer calories.			
	TALL 12 FL OZ	GRANDE 16 FL OZ	VENTI 24 FL OZ
Caramel	3.85 300 cal	4.45 380 cal	5.05 500 cal
Mocha	3.85 280 cal	4.45 380 cal	5.05 500 cal
Coffee	3.30 180 cal	3.90 240 cal	4.50 340 cal
Caffè Vanilla	3.65 320 cal	4.25 430 cal	4.85 560 cal
Java Chip	3.85 340 cal	4.45 460 cal	5.05 600 cal
BLENDED CRÈME			
Strawberries & Crème	3.85 370 cal	4.45 470 cal	5.05 650 cal
Vanilla Bean	3.30 340 cal	3.90 470 cal	4.50 600 cal
Chai Tea	3.85 340 cal	4.45 440 cal	5.05 580 cal
Green Tea	3.85 370 cal	4.45 490 cal	5.05 650 cal
TAZO® TEA & CLASSICS			
	TALL 12 FL OZ	GRANDE 16 FL OZ	VENTI 24 FL OZ
Green Tea Latte	3.50 170 cal	4.05 240 cal	4.35 300 cal
Chai Tea Latte	3.50 180 cal	4.05 240 cal	4.35 300 cal
Hot Chocolate	2.85 290 cal	3.10 370 cal	3.35 480 cal
Kids' Cocoa	1.50 8 FL OZ 210 cal		

**BIG MAC®**  
EXTRA VALUE MEAL

Price: \$5.99  
Calories: 920-1160 Cal.

**QUARTER POUNDER®**  
WITH CHEESE

Price: \$5.89  
Calories: 510 Cal. (meat only), 890-1130 Cal. (with cheese)

Premium & Double Stacked Subs			
	Cal.	Price	
590 THE FEAST	5.29	DOUBLE Turkey Breast	4.99
520 BIG PHILLY CHEESESTEAK	5.29	DOUBLE Sweet Onion Chicken Teriyaki	5.49
580 PASTRAMI	5.29	DOUBLE Subway Club	5.29
		DOUBLE Italian S.M.T.	5.29
		DOUBLE 12oz 12oz 12oz	3.00



# Healthy Corner Stores



## **WEST SEATTLE HALAL MARKET - WHITE CENTER/DELRIDGE (BUSINESS CONSULTING AND FINANCING)**

*West Seattle Halal Market is a small neighborhood grocery. Owners Shakir Mohamud and Ahmed Mohamed needed new refrigeration to participate in the WIC food subsidy program. Healthy Foods Here provided the store with new refrigeration, connected them with a produce vendor and provided merchandizing training. As a result, the store has increased the variety and quality of produce it provides to its customers, improving their bottom line and access to healthy foods for their community.*

# Vending machines

- Board of Health Guidelines
- Parks and Rec
- School policies
- Purchasers
  - Schools
  - Local government
  - Hospitals
  - Worksites





# Healthy Vending Policies

- **Nutrition standards for beverages sold in city vending machines and at city events**
  - King County, WA
  - Alameda County, CA
  - Boston, MA
  - Philadelphia, PA
  - New York, NY
  - Baldwin Park, CA
  - Brentwood, CA
  - Chula Vista, CA
  - Contra Costa County, CA
  - El Monte, CA
  - La Puente, CA
  - Los Angeles, CA
  - Little Rock, AR
  - Monterey County, CA
  - San Antonio, TX
  - San Francisco, CA
  - San Mateo County, CA
- **Six Seattle African American churches no longer serving sugary drinks to kids**

# King County Healthy Vending

- **Healthy Incentives (2006-2008)**
  - 30% healthy options
  - Pricing and marketing strategies
  - Results: no loss of revenues
- **Fresh, healthy vending pilot (March 2012)**
  - King Street Center
  - Fresh salads, fruits, yogurt parfaits, etc.
- **King County Resolution (July 2011)**
  - Asks Executive to adopt BOH guidelines for 66 vending machines in County facilities so that 75% of items are healthy (and 50% healthiest)
  - Includes education, promotion and pricing strategies
  - Progress report from executive due 12/1/12



# Seattle Healthy Vending

- **Parks and Rec**
  - 100% healthy items (3/11)
  - Council ordinance 123765 (11/11)
- **Next steps**
  - Work group exploring possible policy options and legislation for other City facilities (CM Conlin's office, Mayor's office, FAS, Parks, PHSKC)



# School-based Health Centers: Obesity Prevention

**“Healthy eating and an active lifestyle are fundamental components of being ready to achieve academically. Levy investments should incorporate strategies that promote healthy eating and active living for students and their families when feasible and appropriate. “**  
**(from the Families and Education Levy ordinance)**

**Seattle’s school based health centers are preventing obesity through:**

- **7-5-2-1-0 messaging**
- **Motivational interviewing**
- **Cooking and gardening programs**



# Seattle Food Interdepartmental Team

- **Purpose**
  - Integrate food system work across departments
  - Offer guidance for City policy and initiatives
- **2010**
  - Year of Urban Agriculture
- **2011**
  - Inventory of current efforts
  - Plan community engagement in Local Food Action Initiative
- **2012**
  - Implement community engagement via 3 public workshops



# Farm to Table

How do we sustain this?

- **10 + organizational members:**
  - King County Housing Authority
  - Muckleshoot Tribe
  - Senior Services
  - Catholic Community Services
  - City of Seattle HSD Youth and Family Empowerment and Aging and Disability Services
  - Puget Sound Food Network
  - Washington State Department of Ag
- **Thousands of meals featuring local fresh fruits and vegetables**
  - 6500 low income seniors served
  - 600 low income children served
  - 20 farm-to-meal program relationships created
  - 50+ total meal sites for low income children and seniors participating



# Comprehensive Plan Policies

## Healthy Community Elements

- **Board of Health Guidelines: May 2010**

### **Physical Activity**

**1) Board of Health Guideline: Residents in all communities in King County have access to safe and convenient opportunities for physical activity and exercise.**

**Rationale:** Planning and design that encourages and enables access to walking, bicycling, transit, and other means of exercise in safe and inviting environments provides residents with ways to obtain needed levels of daily physical activity.

#### **Key Healthy Community Planning Elements:**

- Housing, schools, jobs, parks, and commercial and public services within walkable proximity of neighborhoods;
- Number, size, and accessibility of parks and open space;
- Presence of sidewalks, walking and bicycle paths;
- Transit safely reached by walking or bicycling;
- Presence of affordable community centers and other recreational facilities.

- **Regional Food Policy Council**
- **CPPW Technical and Resource Assistance**
  - **Model comp plan elements**
  - **Technical assistance in drafting plans**
  - **Funding for local planning staff**

# Lots more to do

- **No silver bullet**
- **Multi-level, multi-component strategy needed**
- **Many promising efforts launched**
- **Need to bring to scale**
- **Creative new approaches**





# What MORE Could Be Done by Local Govt?

- **City food procurement**
- **Relative food pricing**
- **Healthy food access**
- **Water availability**
- **Limiting marketing**
- **Nutrition warnings**
- **Land Use and zoning**
- **Building design**
- **Transportation**
- **Recreation access**
- **Community policing**
- **Employee wellness**
- **Childcare wellness**
- **Support school wellness**



**Government action: access to healthy foods,  
opportunities for PA and smoke-free environments**

**Safe routes to schools**

**Greater Access to Safe Areas like Parks and  
Recreation Centers\***

**Stricter Nutrition Standards, PE Requirements in  
Schools**

**Require Childcare Centers to Provide PA and  
Nutritious Meals\***

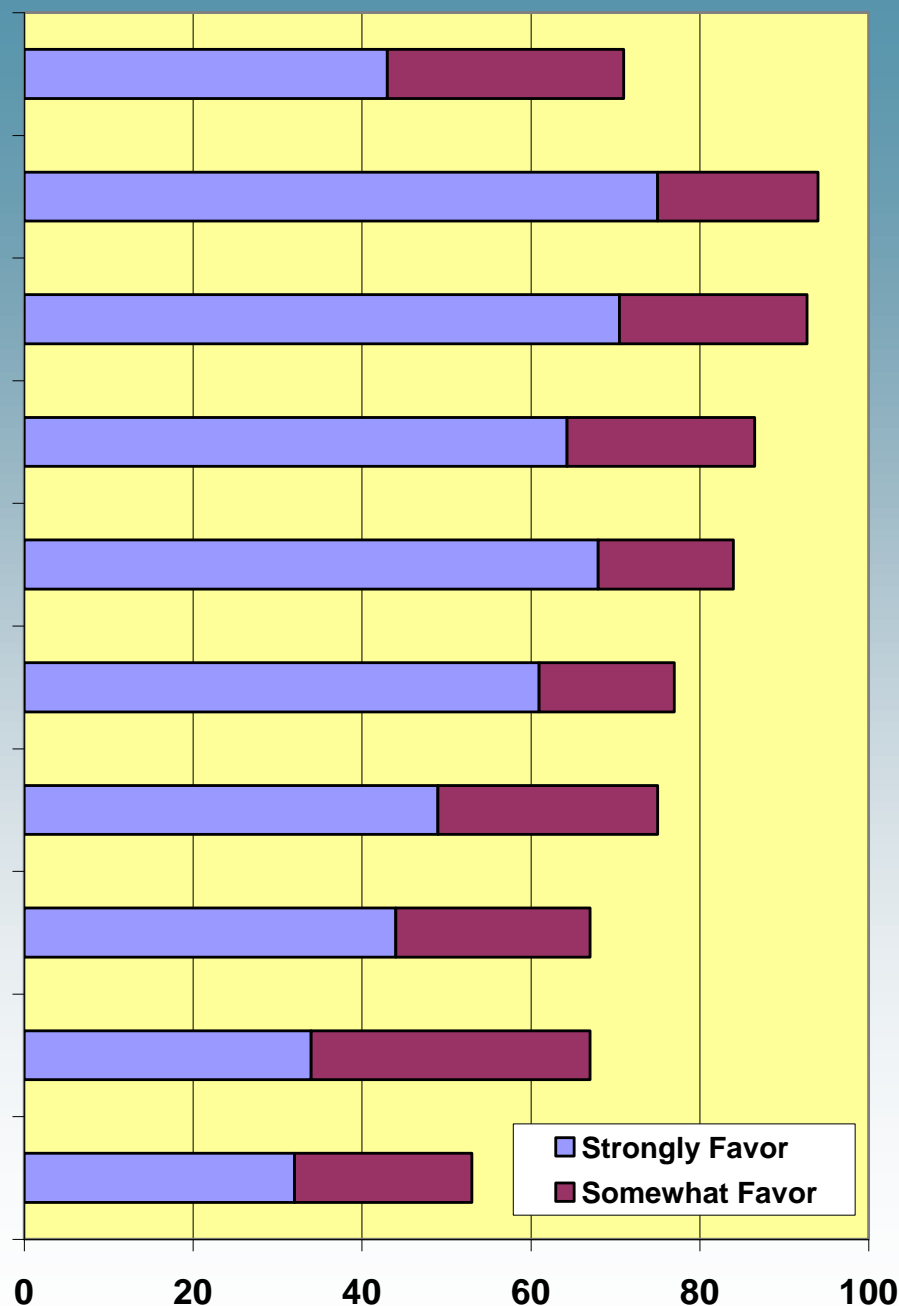
**Fund free breakfasts at schools**

**Require info about amount of sugar in sugary  
drinks at food retail sites**

**Shift funds from cars to bike/ped**

**Reduce unhealthy food/drink in government  
buildings and workplaces**

**Healthy school zones**



Strongly Favor  
Somewhat Favor

# Healthy Food Procurement

- **Vending machines on city property**
- **Adopt healthy food guidelines for all food purchased by city**
- **What's happening in LA**
  - **All county agency food RFPs reviewed by health department**
  - **Establish healthy food procurement guidelines**
  - **Implementing in cafeterias, vending, probation sites**
  - **Include menu labeling, sodium reduction, portion size limits, price incentives for healthier items**

# Land Use and Planning

- Incentives for healthy food retail
- Policy and programs for Safe Routes to Schools and Parks
- Healthy School Zones
- Fast Food Zoning
- Mobile food permitting
- Bike and Ped Plan implementation



# Healthy School Zones

- **Assure environments around schools are safe and healthy**
- **Potential elements**
  - **Limited access to unhealthy foods**
  - **Tobacco, alcohol and drug-free**
  - **Weapon-free**
  - **Safe for walking and biking**



# Building Code

- **Active Design Guidelines**
- **Water fountain access**





# City Programs

- **Nutrition and physical activity standards**
  - Childcare and after school
  - Rec Centers
- **Increasing access to opportunities for recreation**
  - Rec center hours, fees, programs
  - Joint use agreements

